

**Before the
Federal Communications Commission
Washington, D.C. 20554**

In the Matter of)

Rules and Policies Concerning) MM Docket No. 01-317
Multiple Ownership of Radio Broadcast)
Stations in Local Markets)

Definition of Radio Markets) MM Docket No. 00-244

To: The Commission

COMMENTS OF JEFFERSON-PILOT COMMUNICATIONS COMPANY

Mark J. Prak

March 27, 2002

BROOKS, PIERCE, McLENDON,
HUMPHREY & LEONARD, L.L.P.
First Union Capitol Center, Suite 1600
150 Fayetteville Street Mall (27601)
Post Office Box 1800
Raleigh, North Carolina 27602
Telephone: (919) 839-0300
Facsimile: (919) 839-0304

*Counsel to Jefferson-Pilot Communications
Company*

Jefferson-Pilot Communications Company ("JPCC"), directly and through various subsidiaries, is the licensee of seventeen radio stations located throughout the United States.¹ JPCC, by its attorneys, hereby submits the following comments in connection with the Notice of Proposed Rulemaking and the Further Notice of Proposed Rulemaking released on November 9, 2001 in the above-captioned dockets.² JPCC's comments are directed to what it believes is a significant and indefensible oversight in the regulations adopted by the Commission to implement Section 202(b) of the Telecommunications Act of 1996.³

Introduction

In adopting Section 202(b) of the Telecommunications Act of 1996, Congress directed the Commission (1) to eliminate the national limit on the number of stations that could be owned by a single person or group *and* (2) to implement new local market radio ownership rules which would substantially relax the existing rules, but be subject to the following clear and definitive limits:

- "(A) in a radio market with 45 or more commercial radio stations, a party may own, operate, or control up to 8 commercial radio stations, not more than 5 of which are in the same service (AM or FM);
- (B) in a radio market with between 30 and 44 (inclusive) commercial radio stations, a party may own, operate, or control up to 7 commercial radio stations, not more than 4 of which are in the same service (AM or FM);
- (C) in a radio market with between 15 and 29 (inclusive) commercial radio stations, a party may own, operate, or control up to 6 commercial radio stations, not more than 4 of which are in the same

¹ JPCC operates the following 17 stations all of which are located in communities serving the top 50 markets: Atlanta: WQXI(AM), WSTR(FM); Charlotte: WBT(AM), WBT-FM, WLNK(FM); Denver: KKFN(AM), KCKK(AM), KYGO(FM), KQKS(FM), KJCD(FM); Miami: WAXY(AM), WLYF(FM), WMXJ(FM); and San Diego: KSON(AM), KIFM(FM), KSON(FM), KBZT(FM).

² 66 Fed. Reg. 63986 (December 11, 2001).

³ Public L. No. 104-104, 110 Stat. 110.

service (AM or FM); and

(D) in a radio market with 14 or fewer commercial radio stations, a party may own, operate, or control up to 5 commercial radio stations, not more than 3 of which are in the same service (AM or FM), except that a party may not own, operate, or control more than 50 percent of the stations in such market.”

1996 Act, §202(b)
110 Stat. at 110-111

The statute provides specific limits, through the use of a sliding scale, on the number of stations a party may own in a local radio market. The obvious intent and purpose of the statutory text is to limit the number of stations a single person or group may own based on the number of stations present and competing “in” the market to preclude one organization from achieving market dominance and promote competition through diversity of ownership. In implementing the statute, however, the Commission elected, without apparent consideration of the issue, not to count stations licensed by foreign countries no matter how many of such stations are competing in a U.S. radio market and regardless of their competitive impact on an otherwise limited market.⁴ The effect of the Commission’s exclusion of foreign stations from the ownership calculus, is to create an anomalous and absurd result which permits the very market dominance Congress sought to preclude in establishing a bright-line, black-letter ownership cap for local radio markets.⁵

⁴ Implementation of Section 202(a) and 202(b) of the Telecommunications Act of 1996 (Broadcast Radio Ownership), Order, 11 FCC Rcd 12368 (1996).

⁵ It is a well-settled principle of statutory construction that a statute is to be construed to give effect to its objective and purpose and to avoid an absurd or unachievable result. See, e.g., Uniform Statute and Rule Construction Act (1995), § 18, p. 22. The “when is a radio station not a radio station” interpretive rule adopted by the Commission yields an absurd result that is inconsistent with the plain meaning of the statutory text. It also violates the “Mischief Rule” of construction first articulated in 1584. Under this rule, the construer of a statute first identifies the mischief or deficiency sought to be cured by the legislative body and then adopts the construction that will suppress the mischief and advance the remedy. Heydon's Case, 3 Co. 7a, 76 Eng. Rep. 637 (Exchequer 1584). In short, the Commission ought to take the opportunity presented by this rulemaking proceeding to undo the “mischief” it inadvertently made in its prior order implementing Section 202(b).

The “loophole” created by the Commission’s decision has resulted in a serious competitive imbalance in the San Diego radio market and has the potential to create similar imbalances in other border markets. JPCC offers these comments in order to request that the Commission re-evaluate its decision not to count foreign stations and plug this “loophole” to ensure that border markets are governed by local market ownership rules that permit all competitors to compete subject to the local ownership caps established by Congress.

I. The Market Definition Rules Adopted By The Commission Permit A Multi-Station Owner To Make An “End-Run” Around Section 202(b) of the Telecommunications Act And Achieve Unintended Market Dominance.

To JPCC’s knowledge, the clearest instance of the foreign station problem is in San Diego where Clear Channel Communications has, through the use of contracts styled variously as local marketing agreements, joint sales agreements and the like, been able to acquire ownership and/or operational control of twelve (12) radio stations. Moreover, it is rumored that Clear Channel may be about to take control of three additional Mexican-licensed San Diego market stations, which would bring the total numbers of “controlled” stations to fifteen (15).⁶ Clear Channel’s practices have, in recent weeks, been brought to the attention of the Commission, the Department of Justice and Congress.⁷

⁶ See, e.g., SDRadio.net, “Media bytes: Wednesday, Nov. 28, 2001,” <http://sdradio.net/bytes/nov262001.html> (visited January 31, 2002) (“The rumors have been flying for over a year now about XHTZ, XHCR, XLTN being sold to the Clear Channel Empire!”).

⁷ See, e.g., Letter dated January 22, 2002 from the Honorable Howard L. Berman to Attorney General John Ashcroft and FCC Chairman Michael K. Powell (seeking DOJ and FCC investigations of, among other things, ownership issues regarding Clear Channel); Matthews, “Is Clear Channel Secretly Running Stations It Doesn’t Own?” Wall Street Journal, March 7, 2002, p. B4; Draezen and Matthews, “U.S. Begins Review of Ownership Rules for Radio Industry” Wall Street Journal, January 31, 2002, p. B4; Hatch ‘FCC, Justice asked to probe Clear Channel,’ Electronic Media, January 28, 2002, p. 1; “Congressman Calls for Clear Channel Investigation,” Inside Radio, January 24, 2002, p. 1.

A. The San Diego Market

San Diego is the seventeenth largest radio market in the United States.⁸ Since San Diego is located only 15 miles from the border of the United States with Mexico, numerous Mexican stations can be received in San Diego and many such stations direct their programming and advertising sales to the San Diego market. There are, according to BIA, 44 stations operating in the market—28 FM's and 16 AM's.⁹ Thus, one might expect that, pursuant to Section 202(b)(1)(B) of the Act, a single entity could own up to 7 commercial radio stations in a market with 44 stations. Given Congress' sliding scale cap for local radio ownership this would result in a situation where a single entity could own roughly 16% of the stations in a local market of this size. However, the Commission does not rely on BIA's assessment of the number of stations in a market. Nor does it presently rely on Arbitron or some other measure used in the commercial marketplace to determine the number of stations in a market. Instead, the Commission employs a contour-overlap method to derive an individual market for each station (and any proposed acquisition).¹⁰

The Commission recognized in its 1998 Biennial Review proceeding that the effect of the current rule is to inflate the number of stations considered to be in local markets thus

“achieving results that frustrate the Congress’ intent and that, together with its method of counting stations in a market for various purposes, might be undermining legitimate expectations of broadcasters, advertisers and the public as to the size of the market and number of stations in it.”¹¹

⁸ BIA Financial Network, Investing in Radio 2002, 1st Edition, San Diego Market Overview, copy of relevant excerpts attached as Exhibit 1. See Ex. 1, p. 1.

⁹ Id.

¹⁰ 47 CFR § 73.3555(a)(3) (2001).

¹¹ 1998 Biennial Regulatory Review - Review of the Commission’s Broadcast Ownership Rules and other
(continued...)

In response to these concerns the Commission instituted the present rulemaking proceeding. The real world impact of the contour-overlap method of computing the number of stations in a local market is, at the margin, to increase the cap. Thus, in San Diego, the market is generally considered as large enough for the “more than 45 station” limit of 8 stations to apply.

The FCC’s ownership and attribution rules notwithstanding, it is JPCC’s understanding that Clear Channel currently owns, manages or otherwise controls *twelve* (12) stations in the San Diego radio market. These stations are as follows:

<u>Call Sign</u>	<u>City of License</u>	<u>Frequency</u>	<u>Format</u>	<u>Operating Power</u>	<u>Audience Share (12+)</u>	<u>Revenue Share (in 000's)</u>
XTRA-FM ¹²	Tijuana	91.1 MHz	Alternative	100kw	4.1	\$6,500
XHRM-FM ¹³	Tijuana	92.5 MHz	Urban Oldies	100kw	3.4	\$4,200
KHTS-FM	El Cajon	93.3 MHz	Current Hit Radio	50kw	5.6	\$5,100
KJQY-FM	San Diego	94.1 MHz	Soft AC	10kw	1.5	\$3,600
KMSX-FM	Carlsbad	95.7 MHz	80's	29kw	2.7	\$4,500
KGB-FM	San Diego	101.5 MHz	Classic Rock	50kw	3.5	\$7,000
KGBB-FM ¹⁴	Temecula	103.3 MHz	Classic Rock	1.3kw - CP	-0-	-0-
KIOZ-FM	San Diego	105.3 MHz	Alternative Rock	29kw	4.2	\$8,000
KOGO-AM	San Diego	600 MHz	News/Talk/Sports	5kw-D 5kw-n	6.1	\$12,000
XTRA-AM	Tijuana	690 MHz	Sports/Talk	50kw-D50kw-n	.6	\$6,000
KSDO-AM ¹⁵	San Diego	1130 MHz	News/Talk	10kw-D 10kw-n	.6	\$1,300
KPOP-AM	San Diego	1360 MHz	Oldies	5kw-D 1kw-n	2.0	\$2,500
					35.3	\$60,700

Source: BIA, *Investing in Radio2002*, 1st Ed., San Diego Market Competitive Overview (2002), Ex. 1, pp. 2-3.

The foregoing data demonstrate that Clear Channel’s 12 stations had an audience share of

¹¹(...continued)

Rules Adopted Pursuant to Section 202 of the Telecommunications Act of 1996, Biennial Review Report, 15 FCC Rcd. 11058, 11093-94 (¶¶ 65-68) (2000).

¹² Controlled through contractual agreement with Extra Detmold.

¹³ Controlled through contractual agreement with BiNational Broadcasting.

¹⁴ Station signed on the air in December 2001.

¹⁵ Controlled through contractual agreement with Chase Radio Partners.

35.3% and a revenue share of 40% in 2001.¹⁶ Moreover, in certain demographics, such as adults 18-34, Clear Channel's audience share is much higher, reaching the 45% level while controlling seven of the top nine ranked stations.¹⁷

In the past several months, Clear Channel employees have been quoted as advising advertisers and others in the market that the company is planning to acquire ownership or some form of operating control of three (3) additional Mexican radio stations in the San Diego market. The trade press has reported this development as well.¹⁸ The foreign stations rumored to be acquired by Clear Channel are as follows:

<u>Call Sign</u>	<u>City of License</u>	<u>Frequency</u>	<u>Format</u>	<u>Operating Power</u>	<u>Audience Share (12+)</u>	<u>Revenue Share (in 000's)</u>
XHTZ-FM	Tijuana	90.3 MHz	Hits	93kw	4.3	\$6,000
XHCR-FM	Tijuana	99.3 MHz	Country	25kw	1.5	\$1,300
XLTN-FM	Tijuana	104.5 MHz	Latin	57kw	1.7	\$1,100
					7.5	\$8,400

Source: BIA, Investing in Radio 2002, 1st Ed., San Diego Market Competitive Overview (2002), Ex. 1, pp. 2-3.

JPCC understands that these three Mexican stations are owned by Victor and Martha Diaz through their company, California Broadcast. Were Clear Channel to own or control the California stations, it would control fifteen (15) stations with an audience share of 42.8%, and revenue share of 45%.¹⁹ Most significantly, from a competitive standpoint, Clear Channel would have virtual lock on the top ranked stations in major demographic categories. It would control 45.7% of the audience

¹⁶ BIA Financial Network, Investing in Radio 2002, 1st Edition, San Diego Market Overview. See Ex. 1, p. 1.

¹⁷ The Arbitron Company, Arbitrends Trends Report, Dec-Jan-Feb 2002, Persons 18-34, San Diego Metro. March 26, 2002. A copy of relevant excerpts are attached as Exhibit 2. See Ex. 2, pp. 1-5.

¹⁸ SD Radio, January 21, 2002, <http://sdradio.net/bytes/nov262001.html> (visited 1/31/2002).

¹⁹ BIA Financial Network, Investing in Radio 2002, 1st Edition, San Diego Market Overview. See Ex. 1, pp. 1-3.

in the adults 18-34 demo with eight out of the top nine stations.²⁰ In the 25-54 demo Clear Channel would have 38.5% of the audience and ten of the top sixteen stations.²¹

For Clear Channel to control twelve (12), let alone fifteen (15), radio stations in the San Diego market plainly constitutes an “end run” around the ownership limits Congress established in Section 202(b) of the Act and renders meaningless the Congressional cap on local station ownership (and the Commission’s attribution rules). Accordingly, JPCC believes that the Commission must remedy the situation by modifying Section 73.3555 of the rules to more faithfully reflect the intent of Congress in adopting a local market ownership cap.

II. The Commission Should Revise Its Rule to Count Foreign Stations If Such Stations Place A Signal Into A U.S. Radio Market And Direct Programming and Sales Efforts To That Market.

The solution to the regulatory problem JPCC has outlined is simple and straightforward. The commercial marketplace already reflects it. If a foreign station (1) places a signal into a United States radio market; (2) directs significant programming and sales efforts into the market; and (3) is recognized by a commercial audience measurement or market definition firm as being a competitor “in” the market, then such stations should be treated as “stations” under Section 202 (b) of the Telecommunications Act and Section 73.3555(a) of the FCC’s rules. BIA includes the Tijuana stations in its competitive overview of the San Diego radio market because such stations compete for listeners and advertisers in the market and because they are listed as “home” to the

²⁰ The Arbitron Company, Arbitrends Trends Report, Dec-Jan-Feb 2002, Persons 18-34, San Diego Market, March 26, 2002. See Ex. 2, pp. 1-5.

²¹ The Arbitron Company, Arbitrends Trends Report, Dec-Jan-Feb 2002, Persons 25-54, San Diego Metro, March 26, 2002. See Ex. 2, pp. 6-10.

market by Arbitron.²²

While JPCC is unaware of any other market situation so extreme, the current failure to count foreign stations means that the only limit a dominant market player would have in San Diego or any other border community is the number of foreign stations that can reach the market (or be licensed in Canada or Mexico). Obviously, the present situation is inconsistent with the manifest intent of Congress in formulating limits reasonably related to the number of stations in a market. Fortunately, the present oversight can be easily fixed with the simple and logical interpretation that the limit be applied to all stations which compete in and take revenue out of a market. JPCC's proposed remedy would be consistent with the Congressional intent of placing a finite cap on the number of stations any single party may control in a local market. It would be fair to competitors who have made investment decisions based on the understanding that there would be a consistent market cap. Finally, it would promote healthy competition in local radio markets as intended by Congress when it adopted § 202(b). When setting the maximum cap for the largest markets at eight (8) stations, Congress obviously could not have intended to permit a single owner to control twelve (12) or fifteen (15) stations in such markets.

Conclusion

The Commission should take this opportunity to address the unintended consequences of its decision not to count foreign radio stations for purposes of its local market radio ownership rules. Foreign radio stations must be counted where the station places a signal into a United States radio market, directs programming and advertising sales efforts into the market, and is recognized as competing in the market by a commercial audience measurement (e.g. Arbitron) or market definition

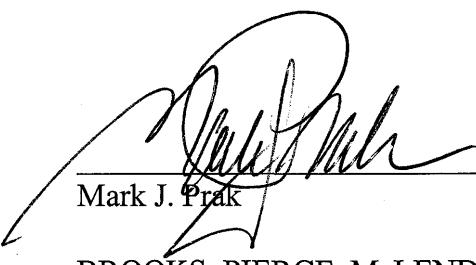
²² BIA Financial Network, Investing in Radio 2002, 1st Edition, San Diego Market Competitive Overview, Ex. 1, p. 1.
68727.5

firm (e.g. BIA). JPCC's proposed refinement of the rule will ensure that the Commission's rule is consistent with the statute and that regulatory anomalies do not yield real world results inconsistent with the intent of Congress.

Respectfully submitted,

**JEFFERSON-PILOT COMMUNICATIONS
COMPANY**

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Mark J. Prak

BROOKS, PIERCE, McLENDON,
HUMPHREY & LEONARD, L.L.P.
First Union Capitol Center, Suite 1600
150 Fayetteville Street Mall (27601)
Post Office Box 1800
Raleigh, North Carolina 27602
Telephone: (919) 839-0300
Facsimile: (919) 839-0304

Its Attorneys

Exhibit 1

Metro Rank: 17

Revenue Rank: 17



San Diego Market Overview

BIA
fn

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES AS IS AS	1996	1997	1998	1999	2000	2001	? 96 - 01
	\$125,600	\$129,100	\$140,800	\$156,900	\$173,900	\$153,000	4.0%
	? 00 - 01	2002	2003	2004	2005	2006	? 01 - 06
	-12.0%	\$158,300	\$167,800	\$178,700	\$189,400	\$201,700	5.7%

Revenue/Retail Sales Revenue/Capita	1996	2001	2006	Est. Breakout
	NA1/	\$4.10/1,000	\$4.06/1,000	Local 75%
	\$46.13	\$53.92	\$66.32	National 25%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1996	2001	Growth Rate	2001	2006	Growth Rate
MSA Population	2,722.7	2,837.5	0.8%	2,837.5	3,041.1	1.4%
Households	940.1	987.0	1.0%	987.0	1,056.2	1.4%
Retail Sales	NA1/	37,324.5	NA1/	37,324.5	49,706.9	5.9%
EBI 2/	39,777.1	54,337.7	6.4%	54,337.7	67,559.0	4.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,441.8	254.6	107.6	189.2	244.4	233.0	174.0	238.9
Women (000)	1,395.7	242.5	102.8	139.6	208.8	225.8	180.3	295.8
Total	2,837.5	497.1	210.5	328.9	453.3	458.8	354.3	534.6
Percentage	100.0%	17.5%	7.4%	11.6%	16.0%	16.2%	12.5%	18.8%
Per Capita	\$ 19,150			Median Household	\$ 44,292		Avg Household	\$ 55,053
Ethnic Population:	White 81.0%		Black 6.5%		Asian 10.8%		Hispanic 27.1%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6	19	3	20	28	16	44
Tot 12+	2.5	49.3	11.8	61.7	63.6	16.2	79.8
Avg 12+	0.4	2.6	3.9	3.1	2.3	1.0	1.8
Tot LCS	3.1	61.8	14.8	77.3	79.7	20.3	100.0
Avg LCS	0.5	3.3	4.9	3.9	2.8	1.3	2.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Market: San Diego

Competitive Overview

Metro Rank: 17

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year	Date Std Acq'd	Sales Price (\$000)	L M A	Format	2001 Est		Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)									
													Revenue (\$000) 1/	Power Ratio		Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000	Summer 2000	Spring 2000	Winter 2000		
XHTZ	Tijuana	C	90.3	93.1	456	c	Diaz, Victor&Martha	73			2	CHR	6,000	****	5.7	4.3	5.0	4.6	4.3	4.8	5.4	5.4	4.1		
XTRA	Tijuana	C	91.1	100.0	804	b	Clear Channel	69	9905		g1	4 Alternative	6,500	****	5.2	4.1	4.1	4.2	4.2	4.7	4.1	5.2	4.8		
XGLX	Tijuana	B	91.7	60.0	994		MVS Radio	99				Spanish AC	300		0.2	0.0	0.4	0.0	0.0	0.4	0.5	0.4	0.0		
KFSD	Escondido	A	92.1	0.6	1024	f	Astor Bcst Group	66	8707		*****	c3	Modern Rock	2,300	****	1.5	1.3	1.0	0.8	1.7	1.4	2.0	1.1	1.5	
XHRM	Tijuana	C	92.5	100.0	1844		BiNational Bcstg	81			4	Oldies	4,200	****	4.2	3.4	3.2	4.0	2.9	3.6	3.5	3.0	3.9		
KHTS	El Cajon	B	93.3	50.0	cp	482	b	Clear Channel	61	9905		g1	4 Top 40	6,100	****	6.0	5.6	5.1	5.0	4.9	4.6	5.2	4.9	4.9	
KMYI	San Diego	B	94.1	10.0	617	b	Clear Channel	49	9905		g1	4 Hot AC	3,600	****	2.4	1.5	1.3	2.0	2.4	2.1	2.5	2.3	2.5		
KBZT	San Diego	B	94.9	22.0	702	d	Jefferson-Pilot	60	9610		*****	80s Hits	5,700	****	2.9	2.1	2.8	2.0	2.4	2.4	2.4	1.9	2.7		
KOCL	Carlsbad	B	95.7	29.0	640	b	Clear Channel	65	9905		g1	4 Oldies	4,500	****	4.6	2.7	3.6	3.9	4.4	3.2	3.3	3.0	3.3		
KYXY	San Diego	B	96.5	41.0	541	g	Infinity Bcstg	60	0008		g2	Cisc Hits	10,000	****	5.9	5.6	5.1	4.4	4.7	5.2	4.6	4.5	5.9		
KSON	San Diego	B	97.3	7.4	cp	1074	d	Jefferson-Pilot	64	9612		*****	c2	Country	11,000	****	5.3	4.0	5.0	4.3	4.0	4.1	4.2	4.3	4.3
XTIM	Tijuana	A	97.7	0.7	459		Sociedad Mexicana	93			2	Mexican	200		0.1	0.4	0.0	0.0	0.0	0.4	0.0	0.0	0.0		
KIFM	San Diego	B	98.1	28.0	640	d	Jefferson-Pilot	60	9612		*****	NAC/Jazz	5,000	****	5.2	4.2	4.1	4.5	4.4	4.0	3.9	4.6	4.8		
XMOR	Tijuana	B	98.9	50.0	233		Mayans, Mario	93				Span/Rock	600	****	1.0	0.7	0.8	0.6	1.0	0.9	0.8	0.7	0.7		
XHCR	Tijuana	B	99.3	25.0	328	c	Diaz, Victor&Martha	75			2	Country	1,300	****	1.6	1.5	1.2	1.4	1.2	1.4	2.0	1.9	1.8		
XHTY	Tijuana	A	99.7	2.0	200		Uni-Radio Corp	0				Mexican	750		0.8	0.8	0.6	0.6	0.7	0.6	0.8	0.5	0.0		
KLVJ	Julian	A	100.1	0.0	2228		Educational Media	91	9702		*****	ChrsContemp			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KFMB	San Diego	B	100.7	30.0	620	e	Midwest TV Inc	59				Adult CHR	13,550	****	5.3	3.9	4.5	4.2	4.7	3.9	3.9	4.4	5.0		
KGB	San Diego	B	101.5	50.0	499	b	Clear Channel	56	9905		g1	4 Cisc Rock	7,000	****	4.3	3.5	3.1	3.3	3.6	4.2	4.5	3.6	4.1		
KXST	Encinitas	B	102.1	14.5	817		Compass Radio	62	9603		nc	AAA	2,700	****	2.1	1.6	2.0	1.6	1.4	2.0	2.5	2.1	1.1		
KLQV	San Diego	B	102.9	31.6	617	i	Hispanic Bcstg Corp	63	9808		*****	d3	Span/BitMs	3,400	****	1.9	1.5	1.3	1.9	1.9	1.1	1.4	1.7	1.2	
KGBB	Temecula	A	103.3	1.3	cp	715	b	Clear Channel	01	0103		*****	cp 1	Cisc Rock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KPLN	San Diego	B	103.7	36.0	581	g	Infinity Bcstg	65	0008		g2	Cisc Rock	4,400	****	2.6	2.0	2.2	2.3	2.0	2.2	2.2	2.1	1.9		
XLTN	Tijuana	B	104.5	57.3	351	c	Diaz, Victor&Martha	75			2	Span/BitMs	1,100	****	1.6	1.7	1.3	1.3	1.1	1.5	1.7	1.1	1.1		
KIOZ	San Diego	B	105.3	29.0	620	b	Clear Channel	54	9905		d1	4 AOR	8,000	****	5.5	4.2	4.7	4.8	4.0	4.5	4.5	4.6	4.4		
KLNV	San Diego	B	106.5	50.0	440	i	Hispanic Bcstg Corp	60	9808		d3	Mexican	7,700	****	4.3	3.0	3.0	4.2	3.6	3.4	3.4	4.0	3.3		
KSYY	Fallbrook	A	107.1	3.0	299		Big City Radio	77	9606		g	Spanish AC	300		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
XHFG	Tijuana	B1	107.3	15.0	994	j	Uni-Radio Corp	80				Spanish AC	350		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# FM Stations -						28	# Combos -		19	FM TOTALS				80.2	63.6	65.4	65.9	65.5	66.6	69.3	67.3	67.3			

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year	Date Std Acq'd	Sales Price (\$000)	L M A	Format	2001 Est		Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (\$000) 1/	Power Ratio		Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000	Summer 2000	Spring 2000	Winter 2000
XBAC	Tijuana	B	540	1.0	1.00		Mt Wilson FM Bcstrs	97				Classical	500		0.3	0.5	0.3	0.6	0.0	0.0	0.0	0.5	1.1
KOGO	San Diego	B	600	5.0	5.00	b	Clear Channel	26	9905		g1	4 Tlk/Nws/Spt	12,000	****	7.8	6.1	6.6	6.5	6.4	6.3	6.2	5.5	4.8
XTRA	Tijuana	A	690	50.0	50.00	b	Clear Channel	34	9905		g1	4 Sprts/Talk	6,000	****	2.1	1.8	1.3	1.8	1.6	2.1	2.0	2.3	2.1
KFMB	San Diego	B	760	5.0	50.00	e	Midwest TV Inc	41	6404			Talk	7,550	****	2.2	2.5	1.8	1.2	2.2	2.2	2.5	2.0	2.1
XEMO	Tijuana	B	860	5.0	5.00	j	Uni-Radio Corp	37				Mexican	600		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.3

* Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

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Metro Rank: 17

Radio data is current as of 03/25/2002

Market: San Diego

Competitive Overview

Metro Rank: 17

KECR	El Cajon	B	910	5.0	5.00	Family Stations Inc	55	9002	*****	Religion							0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
KCEO	Vista	B	1000	2.5	0.25	f Astor Bcst Group	67	9706	*****	BusNw/Talk	600						0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0							
KURS	San Diego	B	1040	0.4	0.06	Pacific Spanish Ntwk	93	9303	st 3	Spn/T40/Spt	800						0.6	0.6	0.5	0.6	0.5	0.4	0.6	0.4	0.0							
XPRS	Rosarito	A	1090	50.0	50.00	Fregoso, Teddy	47			Tropical	400						0.3	0.0	0.5	0.0	0.0	0.4	0.0	0.0	0.4							
KSDO	San Diego	B	1130	10.0	10.00	Chase Radio	47	0008	g 4	Talk	1,300						0.8	0.6	0.6	0.6	0.6	0.8	0.8	0.7	0.9							
KCBQ	San Diego	B	1170	50.0	1.50	a Salem Comm Corp	46	0009	*****	Talk	500	****	1.1	0.8	0.8	0.7	1.2	1.0	1.0	0.0	0.4	0.4										
KPRZ	San Marcos	B	1210	20.0	10.00	a Salem Comm Corp	85			Chrst/Talk	2,900						0.9	0.9	0.7	0.7	0.8	0.6	0.5	0.8	0.7							
KSON	San Diego	C	1240	1.0	1.00	d Jefferson-Pilot	46	9612	c2	Children	200						0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.3							
KKSM	Oceanside	B	1320	0.5	0.50	Palomar Comm	56	9603	dn	Alternative							0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
KPOP	San Diego	B	1360	5.0	1.00	b Clear Channel	22	9905	g1 4	Nostalgia	2,500	****	3.1	2.0	2.9	2.6	2.8	2.0	1.7	2.6	2.1											
KFSD	Escondido	C	1450	1.0	1.00	f Astor Bcst Group	58	8707	c3	Classical	550						0.8	0.4	0.5	0.5	0.6	0.9	0.8	1.2	0.7							
# AM Stations -						16	# Combos -		10	AM TOTALS														20.0	16.2	16.5	15.8	16.7	16.7	15.5	17.4	15.9
Stations Profiled -						44	# Duopolies -		13	Total Local Commercial Share														79.8	81.9	81.7	82.2	83.3	84.8	84.7	83.2	

1/ See introduction section for interpretation of revenue estimates.

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Metro Rank: 17

Radio data is current as of 03/25/2002

Exhibit 2

ARBITRENDS Trend Report

SAN DIEGO Metro
DEMOGRAPHIC: Persons 18-34
LIST BY RANK ON AQH SHARE

DAYPART: Mon-Sun 6a-Mid
MARKET POPULATION: 770,000

	Summer 2001		Aug-Sep-Oct 2001		Sep-Oct-Nov 2001		Fall 2001		Nov-Dec-Jan 2002		Dec-Jan-Feb 2002	
	Est	Rnk	Est	Rnk	Est	Rnk	Est	Rnk	Est	Rnk	Est	Rnk
KSON-FM												
AQH Share	5.3	6	4.8	7	4.0	9	2.4	13	2.7	11t	3.4	10
AQH (00)	60	6	52	7	42	9	26	13	29	11t	36	10
AQH Rating	0.7	6t	0.7	6t	0.5	9	0.3	11t	0.4	11t	0.5	10t
Cume (00)	921	8	893	9	869	9	773	10	716	11	712	13
TSL Hours	8:15	1t	7:30	3t	6:00	11t	4:15	27t	5:15	22t	6:30	11t
TSL Qhrs	33	1t	30	3t	24	11t	17	27t	21	22t	26	11t
KYXY-FM												
AQH Share	5.5	5	6.0	5	5.7	5	4.7	5	3.6	9	3.3	11
AQH (00)	63	5	64	5	60	5	51	5	39	9	35	11
AQH Rating	0.8	5	0.8	5	0.8	5	0.6	5t	0.5	9t	0.5	10t
Cume (00)	967	7	975	7	960	6	974	7	858	9	854	9
TSL Hours	8:15	1t	8:15	2	7:45	3t	6:45	7t	5:45	15t	5:00	22t
TSL Qhrs	33	1t	33	2	31	3t	27	7t	23	15t	20	22t
KBZT-FM												
AQH Share	4.3	8	3.3	11	3.3	10t	3.1	10	3.3	10	2.6	12t
AQH (00)	49	8	35	11	35	10t	34	10	35	10	28	12t
AQH Rating	0.6	8t	0.4	11t	0.4	10t	0.4	10	0.5	9t	0.4	12t
Cume (00)	1178	6	992	6	895	8	848	9	885	8	871	8
TSL Hours	5:15	16t	4:30	22t	5:00	17t	5:00	22t	5:00	25	4:00	28t
TSL Qhrs	21	16t	18	22t	20	17t	20	22t	20	25	16	28t
KFSD-FM												
AQH Share	2.1	14	2.0	13t	2.0	14	2.5	11t	2.1	13t	2.6	12t
AQH (00)	24	14	21	14	21	14	27	11t	23	13t	28	12t
AQH Rating	0.3	12t	0.3	13t	0.3	13t	0.3	11t	0.3	13t	0.4	12t
Cume (00)	370	20	387	17	425	15	518	14	523	13	618	14
TSL Hours	8:00	6t	6:45	6t	6:15	10	6:30	10t	5:30	17t	5:45	17t
TSL Qhrs	32	6t	27	6t	25	10	26	10t	22	17t	23	17t
KPLN-FM												
AQH Share	1.9	15	0.9	21t	1.2	19	1.9	16	2.0	15t	2.5	14
AQH (00)	22	15	10	21t	13	19	21	16	22	15	27	14
AQH Rating	0.3	12t	0.1	21t	0.2	16t	0.3	11t	0.3	13t	0.4	12t
Cume (00)	568	12	442	15	428	14	597	12	620	12	743	12
TSL Hours	4:45	21t	2:45	30t	4:00	27	4:30	25t	4:30	26t	4:45	25
TSL Qhrs	19	21t	11	30t	16	27	18	25t	13	26t	19	25
KLQV-FM												
AQH Share	2.2	13	2.0	13t	1.9	15	2.2	14	2.1	13t	2.3	15t
AQH (00)	25	13	22	13	20	15	24	14	23	13t	25	15t
AQH Rating	0.3	12t	0.3	13t	0.3	13t	0.3	11t	0.3	13t	0.3	15t
Cume (00)	422	15	469	13	456	13	490	15	449	16	506	15
TSL Hours	7:30	8	6:00	9	5:30	13t	6:15	12t	6:30	11t	6:15	14
TSL Qhrs	30	8	24	9	22	13t	25	12t	26	11t	25	14
XMOR-FM												
AQH Share	1.1	21t	1.3	20	1.1	20	1.3	21t	1.7	20t	2.3	15t
AQH (00)	13	21t	14	20	12	20	14	21t	18	20t	25	15t
AQH Rating	0.2	16t	0.2	15t	0.2	16t	0.2	18t	0.2	20t	0.3	15t
Cume (00)	205	23	227	23	270	20	296	21	330	22	381	19
TSL Hours	8:00	6t	7:30	3t	5:30	13t	6:15	12t	6:15	9t	8:15	4
TSL Qhrs	32	6t	30	3t	22	13t	25	12t	27	9t	33	4
XTRA-AM												
AQH Share	1.5	18	1.4	17t	1.4	16t	1.4	18t	1.9	17t	2.2	17
AQH (00)	17	18	15	17t	15	16t	15	18t	20	17t	24	17
AQH Rating	0.2	16t	0.2	15t	0.2	16t	0.2	18t	0.3	13t	0.3	15t
Cume (00)	342	21	338	20	424	16	431	17	452	15	382	18
TSL Hours	6:15	11t	5:30	12t	4:15	25t	4:15	27t	5:30	17t	8:00	5t
TSL Qhrs	25	11t	22	12t	17	25t	17	27t	22	17t	32	5t
KIFM-FM												
AQH Share	1.7	17	1.4	17t	1.3	18	1.4	18t	1.9	17t	1.7	18
AQH (00)	19	17	15	17t	14	18	15	18t	20	17t	18	18
AQH Rating	0.2	16t	0.2	15t	0.2	16t	0.2	18t	0.3	13t	0.2	18t
Cume (00)	413	17	432	16	391	19	385	19	344	21	403	17
TSL Hours	5:45	15	4:15	25t	4:30	23t	4:45	24	7:30	6t	5:45	17t
TSL Qhrs	23	15	17	25t	18	23t	19	24	30	6t	23	17t

SAN DIEGO Metro

DEMOGRAPHIC: Persons 18-34

LIST BY RANK ON AQH SHARE

DAYPART: Mon-Sun 6a-Mid
MARKET POPULATION: 770,000

	Summer 2001		Aug-Sep-Oct 2001		Sep-Oct-Nov 2001		Fall 2001		Nov-Dec-Jan 2002		Dec-Jan-Feb 2002	
	Est	Rnk	Est	Rnk	Est	Rnk	Est	Rnk	Est	Rnk	Est	Rnk
KIOZ-FM												
AQH Share	9.2	2	8.3	2t	7.9	3	8.4	2t	8.8	1	8.2	1t
AQH (00)	105	2	89	2t	83	3	91	2t	95	1	88	1t
AQH Rating	1.3	1t	1.1	2t	1.1	3	1.2	1t	1.2	1	1.1	1t
Cume (00)	1594	4	1548	4	1529	4	1657	4	1595	4	1628	4
TSL Hours	8:15	1t	7:15	5	6:45	5t	7:00	6	7:30	6t	6:45	10
TSL Qhrs	33	1t	29	5	27	5t	28	6	30	6t	27	10
XHTZ-FM												
AQH Share	9.3	1	8.3	2t	7.6	4	7.9	4	7.8	3	8.2	1t
AQH (00)	106	1	89	2t	80	4	86	4	84	3	88	1t
AQH Rating	1.3	1t	1.1	2t	1.0	4	1.1	4	1.1	2t	1.1	1t
Cume (00)	2038	2	1977	3	1972	3	2003	3	1915	3	1843	3
TSL Hours	6:30	10	5:45	10t	5:15	15t	5:30	18t	5:30	17t	6:00	15t
TSL Qhrs	26	10	23	10t	21	15t	22	18t	22	17t	24	15t
KHTS-FM												
AQH Share	7.1	3	9.5	1	8.8	2	8.7	1	6.5	4	7.5	3
AQH (00)	81	3	102	1	93	2	95	1	70	4	81	3
AQH Rating	1.0	3	1.3	1	1.2	1t	1.2	1t	0.9	4	1.1	1t
Cume (00)	2392	1	2443	1	2367	1	2386	1	2134	1	2277	1
TSL Hours	4:15	26t	5:15	15	5:00	17t	5:00	22t	4:15	28	4:30	26t
TSL Qhrs	17	26t	21	15	20	17t	20	22t	17	28	18	26t
XTRA-FM												
AQH Share	6.4	4	7.7	4	8.9	1	8.4	2t	8.0	2	7.1	4
AQH (00)	73	4	83	4	94	1	91	2t	86	2	76	4
AQH Rating	0.9	4	1.1	2t	1.2	1t	1.2	1t	1.1	2t	1.0	4
Cume (00)	2019	3	2130	2	2328	2	2222	2	2065	2	2092	2
TSL Hours	4:30	24t	5:00	16t	5:00	17t	5:15	20t	5:15	22t	4:30	26t
TSL Qhrs	18	24t	20	16t	20	17t	21	20t	21	22t	18	26t
KLNV-FM												
AQH Share	4.2	9	4.7	8	4.6	6	4.4	6	6.0	5	6.5	5
AQH (00)	48	9	51	8	48	6	48	6	64	5	70	5
AQH Rating	0.6	8t	0.6	8	0.6	6t	0.6	5t	0.8	5	0.9	5
Cume (00)	730	11	755	10	696	11	699	11	806	10	821	11
TSL Hours	8:15	1t	8:30	1	8:45	1	8:30	3	10:00	1	10:45	1
TSL Qhrs	33	1t	34	1	35	1	34	3	40	1	43	1
KFMB-FM												
AQH Share	5.2	7	5.0	6	4.4	7	4.2	7t	4.2	7t	4.8	6
AQH (00)	59	7	54	6	46	7	46	7t	45	7t	52	6
AQH Rating	0.7	6t	0.7	6t	0.6	6t	0.6	5t	0.6	6t	0.7	6
Cume (00)	1444	5	1346	5	1189	5	1110	5	1038	5	1165	5
TSL Hours	5:00	18t	5:00	16t	4:45	20t	5:15	20t	5:15	22t	5:45	17t
TSL Qhrs	20	18t	20	16t	19	20t	21	20t	21	22t	23	17t
KMYI-FM +												
AQH Share	**		**		**		1.8	17	2.7	11t	4.7	7
AQH (00)	**		**		**		20	17	29	11t	50	7
AQH Rating	**		**		**		0.3	11t	0.4	11t	0.6	7t
Cume (00)	**		**		**		238	24	477	14	893	7
TSL Hours	**		**		**		10:45	1	7:15	4t	7:00	9
TSL Qhrs	**		**		**		43	1	31	4t	28	9
KGB-FM @												
AQH Share	3.3	10	3.4	10	4.2	8	4.2	7t	4.2	7t	4.5	8
AQH (00)	38	10	36	10	44	8	46	7t	45	7t	48	8
AQH Rating	0.5	10	0.5	9t	0.6	6t	0.6	5t	0.6	6t	0.6	7t
Cume (00)	754	10	679	11	826	10	939	8	890	7	924	6
TSL Hours	6:15	11t	6:45	6t	6:45	5t	6:00	16	6:30	11t	6:30	11t
TSL Qhrs	25	11t	27	6t	27	5t	24	16	26	11t	26	11t
XHRM-FM												
AQH Share	2.8	11	3.5	9	3.3	10t	3.4	9	4.4	6	4.0	9
AQH (00)	32	11	38	9	35	10t	37	9	47	6	43	9
AQH Rating	0.4	11	0.5	9t	0.4	10t	0.5	9	0.6	6t	0.6	7t
Cume (00)	895	9	945	8	921	7	1044	6	1047	6	850	10
TSL Hours	4:30	24t	5:00	16t	4:45	20t	4:30	25t	5:45	15t	6:30	11t
TSL Qhrs	18	24t	20	16t	19	20t	18	25t	23	15t	26	11t

SAN DIEGO Metro

DEMOGRAPHIC: Persons 18-34

LIST BY RANK ON AQH SHARE

	Summer 2001		Aug-Sep-Oct 2001		Sep-Oct-Nov 2001		Fall 2001		Nov-Dec-Jan 2002		Dec-Jan-Feb 2002	
	Est	Rnk	Est	Rnk	Est	Rnk	Est	Rnk	Est	Rnk	Est	Rnk
XHCR-FM												
AQH Share	1.3	20	0.8	23	0.7	24t	1.3	21t	1.6	22	1.6	19t
AQH (00)	15	20	9	23	7	24t	14	21t	17	22	17	19t
AQH Rating	0.2	16t	0.1	21t	0.1	21t	0.2	18t	0.2	20t	0.2	18t
Cume (00)	377	18t	261	22	235	23	322	20	348	20	362	20
TSL Hours	5:00	18t	4:30	22t	3:45	28t	5:30	18t	6:15	14	6:00	15t
TSL Qhrs	20	18t	18	22t	15	28t	22	18t	25	14	24	15t
XHTY-FM												
AQH Share	0.9	23	0.9	21t	0.9	21t	1.3	21t	1.7	20t	1.6	19t
AQH (00)	10	23	10	21t	10	21	14	21t	18	20t	17	19t
AQH Rating	0.1	23t	0.1	21t	0.1	21t	0.2	18t	0.2	20t	0.2	18t
Cume (00)	242	22	289	21	261	22	278	23	278	24	220	24
TSL Hours	5:00	18t	4:15	25t	4:45	20t	6:30	10t	8:15	3	9:45	2
TSL Qhrs	20	18t	17	25t	19	20t	26	10t	35	3	39	2
XLTN-FM												
AQH Share	1.4	19	1.4	17t	2.2	13	2.1	15	1.9	17t	1.3	21
AQH (00)	16	19	15	17t	23	13	23	15	20	17t	14	21
AQH Rating	0.2	16t	0.2	15t	0.3	13t	0.3	11t	0.3	13t	0.2	18t
Cume (00)	377	18t	385	18	417	17	437	16	391	18	342	21
TSL Hours	5:15	16t	5:00	16t	6:45	5t	6:45	7t	6:30	11t	5:00	22t
TSL Qhrs	21	16t	20	16t	27	5t	27	7t	26	11t	20	22t
KOGO-AM												
AQH Share	2.4	12	2.6	12	3.1	12	2.5	11t	2.0	15t	1.2	22t
AQH (00)	27	12	28	12	33	12	27	11t	21	16	13	22t
AQH Rating	0.3	12t	0.4	11t	0.4	10t	0.3	11t	0.5	13t	0.2	18t
Cume (00)	497	13	570	12	627	12	532	13	395	17	330	22
TSL Hours	6:45	9	6:15	8	6:30	9	6:15	12t	6:45	9t	5:00	22t
TSL Qhrs	27	9	25	8	26	9	25	12t	27	9t	20	22t
KXST-FM												
AQH Share	1.8	16	1.5	15t	0.9	21t	1.4	18t	1.2	23	1.2	22t
AQH (00)	20	16	16	15t	9	22t	15	18t	13	23	13	22t
AQH Rating	0.2	16t	0.2	15t	0.1	21t	0.2	18t	0.2	20t	0.2	18t
Cume (00)	417	16	356	19	268	21	287	22	291	23	305	23
TSL Hours	6:00	14	5:45	10t	4:15	25t	6:45	7t	5:30	17t	5:15	21
TSL Qhrs	24	14	23	10t	17	25t	27	7t	22	17t	21	21
KURS-AM												
AQH Share	0.5	24	0.4	27	0.7	24t	0.8	25t	1.0	24	0.7	24
AQH (00)	6	24	4	27	7	24t	9	25t	11	24	8	24
AQH Rating	0.1	23t	0.1	21t	0.1	21t	0.1	25t	0.1	24t	0.1	24t
Cume (00)	117	26	94	27	108	27	137	27	171	27	140	26
TSL Hours	6:15	11t	5:00	16t	8:00	2	8:45	2	8:20	2	7:45	7
TSL Qhrs	25	11t	20	16t	32	2	35	2	34	2	31	7
KOCL-FM +												
AQH Share	1.1	21t	1.5	15t	1.4	16t	1.2	24	0.7	25t	0.6	25t
AQH (00)	13	21t	16	15t	15	16t	13	24	8	25t	6	25t
AQH Rating	0.2	16t	0.2	15t	0.2	16t	0.2	18t	0.1	24t	0.1	24t
Cume (00)	463	14	449	14	401	18	401	18	387	19	430	16
TSL Hours	3:30	29t	4:30	22t	4:30	23t	4:15	27t	2:30	30t	2:00	32t
TSL Qhrs	14	29t	18	22t	18	23t	17	27t	10	30t	8	32t
KFMB-AM												
AQH Share	0.4	25t	0.6	25	0.3	28t	0.4	29t	0.4	29	0.6	25t
AQH (00)	5	25t	6	25	3	28t	4	29t	4	29	6	25t
AQH Rating	0.1	23t	0.1	21t	0.1	21t	0.1	25t	0.1	24t	0.1	24t
Cume (00)	172	24	197	24	188	25	235	25	195	25	197	25
TSL Hours	3:30	29t	3:45	27	2:15	31t	2:00	34	2:30	30t	4:00	28t
TSL Qhrs	14	29t	15	27	9	31t	8	34	10	30t	16	28t
KFI-AM												
AQH Share	0.4	25t	0.7	24	0.9	21t	0.8	25t	0.6	27t	0.6	25t
AQH (00)	5	25t	7	24	9	22t	9	25t	6	27t	6	25t
AQH Rating	0.1	23t	0.1	21t	0.1	21t	0.1	25t	0.1	24t	0.1	24t
Cume (00)	131	25	166	25	201	24	201	26	174	26	134	27
TSL Hours	4:45	21t	5:30	12t	5:15	15t	5:45	17	4:30	26t	5:30	20
TSL Qhrs	19	21t	22	12t	21	15t	23	17	18	26t	22	20

DAYPART: Mon-Sun 6a-Mid

MARKET POPULATION: 770,000

SAN DIEGO Metro

DEMOGRAPHIC: Persons 18-34

LIST BY RANK ON AQH SHARE

DAYPART: Mon-Sun 6a-Mid

MARKET POPULATION: 776,000

	Summer 2001		Aug-Sep-Oct 2001		Sep-Oct-Nov 2001		Fall 2001		Nov-Dec-Jan 2002		Dec-Jan-Feb 2002	
	Est	Rnk	Est	Rnk	Est	Rnk	Est	Rnk	Est	Rnk	Est	Rnk
KPRZ-AM												
AQH Share	0.3	27t	0.5	26	0.3	28t	0.4	29t	0.6	27t	0.6	25t
AQH (00)	3	27t	5	26	3	28t	4	29t	6	27t	6	25t
AQH Rating			0.1	21t			0.1	25t	0.1	24t	0.1	24t
Cume (00)	94	27	113	26	69	31	85	31	100	30	108	28
TSL Hours	4:45	21t	5:00	16t	6:00	11t	6:15	12t	7:30	6t	7:15	8
TSL Qhrs	19	21t	20	16t	24	11t	25	12t	30	6t	29	8
XTIM-FM												
AQH Share	**		**		**		0.7	27	0.7	25t	0.6	25t
AQH (00)	**		**		**		8	27	8	25t	6	25t
AQH Rating	**		**		**		0.1	25t	0.1	24t	0.1	24t
Cume (00)	**		**		**		136	28	132	28	88	30
TSL Hours	**		**		**		7:15	5	7:45	4t	8:00	5t
TSL Qhrs	**		**		**		29	5	31	4t	32	5t
KNX-AM												
AQH Share	0.2	29t	0.1	30t	0.2	30t	0.2	31t	0.2	30t	0.2	30
AQH (00)	2	29t	1	30t	2	30t	2	31t	2	30t	2	30
AQH Rating					0.1	21t						
Cume (00)	59	29	70	30	119	26	127	29	116	29	96	29
TSL Hours	3:45	28	2:30	32	2:15	31t	2:15	33	2:15	34	2:00	32t
TSL Qhrs	15	28	10	32	9	31t	9	33	9	34	8	32t
KCBQ-AM												
AQH Share	0.3	27t	0.3	28	0.4	27	0.2	31t	0.2	30t	0.1	31t
AQH (00)	3	27t	3	28	4	27	2	31t	2	30t	1	31t
AQH Rating					0.1	21t						
Cume (00)	47	30	73	29	79	30	52	34	42	33	34	33
TSL Hours	8:15	1t	5:30	12t	6:45	5t	4:00	30	5:30	17t	2:45	31
TSL Qhrs	33	1t	22	12t	27	5t	16	30	22	17t	11	31
XKAM-AM #												
AQH Share	**		**		0.7	24t	0.6	28	**		0.1	31t
AQH (00)	**		**		7	24t	6	28	**		1	31t
AQH Rating	**		**		0.1	21t	0.1	25t	**			
Cume (00)	**		**		107	28	93	30	**		14	34
TSL Hours	**		**		7:45	3t	7:45	4	**		9:15	3
TSL Qhrs	**		**		31	3t	31	4	**		37	3
KSDO-AM												
AQH Share	0.2	29t	0.2	29	0.2	30t	0.1	33t	0.1	32t	0.1	31t
AQH (00)	2	29t	2	29	2	30t	1	33t	1	32t	1	31t
AQH Rating												
Cume (00)	88	28	86	28	80	29	57	33	53	32	44	32
TSL Hours	3:15	31	2:45	30t	3:00	30	3:00	31	2:30	30t	1:45	34
TSL Qhrs	13	31	11	30t	12	30	12	31	10	30t	7	34
KRTH-FM												
AQH Share	**		**		**		0.1	23t	0.1	32t		
AQH (00)	**		**		**		1	33t	1	32t		
AQH Rating	**		**		**							
Cume (00)	**		**		**		60	32	54	31	46	31
TSL Hours	**		**		**		2:30	32	2:30	30t	0:45	36
TSL Qhrs	**		**		**		10	32	10	30t	3	36
KPOP-AM												
AQH Share	0.1	31t	0.1	30t								
AQH (00)	1	31t	1	30t								
AQH Rating												
Cume (00)	37	31	28	32	13	35						
TSL Hours	3:00	32	3:00	28t	0:45	34						
TSL Qhrs	12	32	12	28t	3	34						
XBAC-AM +@												
AQH Share	0.1	31t	0.1	30t								
AQH (00)	1	31t	1	30t								
AQH Rating												
Cume (00)	18	33	27	33	16	33	17	37	7	35t	7	36t
TSL Hours	4:15	26t	3:00	28t	3:45	28t	1:15	35t	1:30	35	1:30	35
TSL Qhrs	17	26t	12	28t	15	28t	5	35t	6	35	6	35

SAN DIEGO Metro

DEMOGRAPHIC: Persons 18-34

LIST BY RANK ON AQH SHARE

DAYPART: Mon-Sun 6a-Mid
MARKET POPULATION: 770,000

	Summer 2001		Aug-Sep-Oct 2001		Sep-Oct-Nov 2001		Fall 2001		Nov-Dec-Jan 2002		Dec-Jan-Feb 2002	
	Est	Rnk	Est	Rnk	Est	Rnk	Est	Rnk	Est	Rnk	Est	Rnk
KFSD-AM												
AQH Share	0.1	31t										
AQH (00)	1	31t										
AQH Rating												
Cume (00)	34	32	35	31	25	32	23	35t	7	35t	7	36t
TSL Hours	2:30	33	1:45	33	1:30	33	0:45	37	0:15	36	0:15	37
TSL Qhrs	10	33	7	33	6	33	3	37	1	36	1	37
KGBB-FM +@												
AQH Share												
AQH (00)												
AQH Rating												
Cume (00)			16	34	15	34	23	35t	9	34	10	35
TSL Hours			0:30	34	0:30	35	1:15	35t	3:00	29	3:00	30
TSL Qhrs			2	34	2	35	5	35t	12	29	12	30
Market Total												
AQH Share	100	100	100	100	100	100	100	100	100	100	100	100
AQH (00)	1138	1074	1054	1087	1075	1075	1075	1075	1075	1074	1074	1074
AQH Rating	14.1	13.6	13.4	13.8	14.0	14.0	14.0	14.0	14.0	13.9	13.9	13.9
Cume (00)	7715	7552	7545	7557	7317	7317	7317	7317	7314	7314	7314	7314
TSL Hours	18:30	18:00	17:30	18:00	18:30	18:30	18:30	18:30	18:30	18:30	18:30	18:30
TSL Qhrs	74	72	70	72	71	71	71	71	71	74	74	74

Audience estimates adjusted for actual broadcast schedule:

XKAM-AM Mon-Sun 6a-Mid in Sep-Oct-Nov 2001.

XKAM-AM Mon-Sun 6a-Mid in Fall 2001.

XKAM-AM Mon-Sun 6a-Mid in Dec-Jan-Feb 2002.

** Station(s) not reported this survey:

KMYI-FM, XKAM-AM, XTIM-FM, KRTH-FM in Summer 2001. KMYI-FM, XKAM-AM, XTIM-FM, KRTH-FM in Aug-Sep-Oct 2001. KMYI-FM, XTIM-FM, KRTH-FM in Sep-Oct-Nov 2001. XKAM-AM in Nov-Dec-Jan 2002.

@ Simulcasting Partners. See Page 5 or 13 of the applicable Radio Market Report:

KGB-FM with KGBB-FM in Summer 2001. KJAZ-AM with XJAZ-AM in Summer 2001. KGB-FM with KGBB-FM in Aug-Sep-Oct 2001. KGB-FM with KGBB-FM in Sep-Oct-Nov 2001. KGB-FM with KGBE-FM in Fall 2001. KGB-FM with KGBB-FM in Nov-Dec-Jan 2002. KGB-FM with KGBB-FM in Dec-Jan-Feb 2002.

+ Call letter changes:

KGBB-FM changed from KFXM-FM during or prior to Summer 2001. KGBB-FM changed from KFXM-FM during or prior to Aug-Sep-Oct 2001. KOCL-FM changed from KJQY-FM during or prior to Nov-Dec-Jan 2002. KMYI-FM changed from KMSX-FM during or prior to Nov-Dec-Jan 2002. KOCL-FM changed from KJQY-FM during or prior to Dec-Jan-Feb 2002. XBAC-AM changed from XJAZ-AM during or prior to Dec-Jan-Feb 2002. KMYI-FM changed from KMSX-FM during or prior to Dec-Jan-Feb 2002.

The estimates provided by Arbitrend are derived from the diaries that provide the data in the Local Market Reports and are subject to the limitations stated in those reports. Due to these limitations, inherent in Arbitron's methodology, the accuracy of Arbitron audience estimates cannot be determined to any precise mathematical value or definitio 1. Arbitrend is not part of The Arbitron Company's regular syndicated service and is not accredited by the Media Rating Council (MRC).

ARBITRENDS Trend Report

SAN DIEGO Metro

DEMOGRAPHIC: Persons 25-54

LIST BY RANK ON AQH SHARE

DAYPART: Mon-Sun 6a-Mid
MARKET POPULATION: 1,270,900

	Summer 2001		Aug-Sep-Oct 2001		Sep-Oct-Nov 2001		Fall 2001		Nov-Dec-Jan 2002		Dec-Jan-Feb 2002	
	Est	Rnk	Est	Rnk	Est	Rnk	Est	Rnk	Est	Rnk	Est	Rnk
KXYX-FM												
AQH Share	5.3	2t	6.2	1	5.9	3	6.5	1	6.2	2	6.2	1
AQH (00)	101	2	111	1	106	3	121	1	116	2	118	1
AQH Rating	0.8	1t	0.9	1	0.8	3t	0.9	1	0.9	1t	0.9	1t
Cume (00)	1806	4	1837	4	1652	6	1803	5	1657	5	1745	5
TSL Hours	7:00	9t	7:45	4	8:00	4	8:30	4	8:45	2	8:30	4
TSL Qhrs	28	9t	31	4	32	4	34	4	35	2	34	4
KIFM-FM												
AQH Share	5.2	4	4.4	8	4.3	8	5.3	4	6.3	1	6.1	2
AQH (00)	98	4	80	8	77	8	98	4	118	1	117	2
AQH Rating	0.7	4t	0.6	7t	0.6	8	0.8	2t	0.9	1t	0.9	1t
Cume (00)	1597	7	1528	8	1553	8	1712	7	1730	3	1614	6
TSL Hours	7:45	5t	6:30	11t	6:15	12t	7:15	9t	8:30	3t	9:00	3
TSL Qhrs	31	5t	26	11t	25	12t	29	9t	34	3t	36	3
KGB-FM @												
AQH Share	4.8	6	5.3	4	6.0	2	5.6	3	5.2	4	5.8	3
AQH (00)	92	6	96	4	109	2	104	3	98	4	111	3
AQH Rating	0.7	4t	0.8	2t	0.9	1t	0.8	2t	0.8	3t	0.9	1t
Cume (00)	1886	3	1794	5	1813	5	1762	6	1642	6	1855	3
TSL Hours	6:15	15t	6:45	7t	7:30	5t	7:30	7t	7:30	8t	7:30	10t
TSL Qhrs	25	15t	27	7t	30	5t	30	7t	30	8t	30	10t
KFMB-FM												
AQH Share	5.3	2t	5.6	2t	6.1	1	5.7	2	5.5	3	4.7	4t
AQH (00)	100	3	101	2	111	1	106	2	103	3	91	4t
AQH Rating	0.8	1t	0.8	2t	0.9	1t	0.8	2t	0.8	3t	0.7	4t
Cume (00)	2022	2	1890	2	1911	2	1851	2	1950	1	1901	2
TSL Hours	6:15	15t	6:45	7t	7:15	7t	7:15	9t	6:45	13t	6:00	22
TSL Qhrs	25	15t	27	7t	29	7t	29	9t	27	13t	24	22
XHRM-FM												
AQH Share	3.7	9t	4.5	7	4.6	6t	4.0	8	4.9	5	4.7	4t
AQH (00)	70	10t	81	7	83	6t	75	8	92	5	91	4t
AQH Rating	0.5	9t	0.6	7t	0.7	5t	0.6	7t	0.7	5	0.7	4t
Cume (00)	1513	10	1500	10	1414	10	1495	10	1561	8	1499	9
TSL Hours	5:45	20t	6:45	7t	7:15	7t	6:15	16t	7:30	8t	7:45	8t
TSL Qhrs	23	20t	27	7t	29	7t	25	16t	30	8t	31	8t
KOGO-AM												
AQH Share	4.9	5	5.6	2t	5.4	4	4.6	5t	4.3	6t	4.4	6
AQH (00)	93	5	100	3	97	4	86	5	81	6	85	6
AQH Rating	0.7	4t	0.8	2t	0.8	3t	0.7	5t	0.6	6t	0.7	4t
Cume (00)	1655	6	1845	3	1952	1	1863	1	1618	7	1604	7t
TSL Hours	7:00	9t	6:45	7t	6:15	12t	5:45	19	6:15	17	6:45	15t
TSL Qhrs	28	9t	27	7t	25	12t	23	19	25	17	27	15t
KIOZ-FM												
AQH Share	5.6	1	4.8	6	4.7	5	4.6	5t	4.3	6t	4.2	7
AQH (00)	107	1	86	6	85	5	85	6	80	7	81	7
AQH Rating	0.8	1t	0.7	5t	0.7	5t	0.7	5t	0.6	6t	0.6	7t
Cume (00)	1526	9	1505	9	1499	9	1630	8	1476	10	1604	7t
TSL Hours	8:45	3t	7:15	6	7:00	9	6:30	14t	6:45	13t	6:30	17t
TSL Qhrs	35	3t	29	6	28	9	26	14t	27	13t	26	17t
KSON-FM												
AQH Share	4.7	7	5.2	5	4.6	6t	4.3	7	4.0	8	4.1	8
AQH (00)	90	7	94	5	83	6t	80	7	75	8	78	8
AQH Rating	0.7	4t	0.7	5t	0.7	5t	0.6	7t	0.6	6t	0.6	7t
Cume (00)	1439	12	1598	7	1640	7	1622	9	1483	9	1419	11
TSL Hours	7:45	5t	7:30	5	6:30	11	6:15	16t	6:30	15t	7:00	13t
TSL Qhrs	31	5t	30	5	26	11	25	16t	25	15t	28	13t
XTRA-FM												
AQH Share	3.7	9t	3.4	12	3.8	9	3.5	10	3.7	9	4.0	9t
AQH (00)	71	9	62	12	68	9	65	10	69	9	76	9t
AQH Rating	0.5	9t	0.5	10t	0.5	9t	0.5	9t	0.5	9t	0.6	7t
Cume (00)	1698	5	1622	6	1823	4	1820	4	1872	2	1926	1
TSL Hours	5:15	25t	4:45	25t	4:45	26t	4:30	30t	4:45	27t	5:00	25t
TSL Qhrs	21	25t	19	25t	19	26t	18	30t	19	27t	20	25t

ARBITRENDS Trend Report

SAN DIEGO Metro

DEMOGRAPHIC: Persons 25-54

LIST BY RANK ON AQH SHARE

	Summer 2001		Aug-Sep-Oct 2001		Sep-Oct-Nov 2001		Fall 2001		Nov-Dec-Jan 2002		Dec-Jan-Feb 2002	
	Est	Rnk	Est	Rnk	Est	Rnk	Est	Rnk	Est	Rnk	Est	Rnk
KLNV-FM												
AQH Share	3.5	12	3.7	10t	3.4	12	3.4	11	3.4	10	4.0	9t
AQH (00)	67	12	66	10t	61	12	63	11	64	10	76	9t
AQH Rating	0.5	9t	0.5	10t	0.5	9t	0.5	9t	0.5	9t	0.6	7t
Cume (00)	838	16	846	18	778	18	801	17	942	16	1025	17
TSL Hours	10:00	1	9:45	1	9:45	2	9:45	1	8:30	3t	9:30	2
TSL Qhrs	40	1	39	1	39	2	39	1	34	3t	38	2
KMYI-FM +												
AQH Share	**		**		**		1.8	19	2.3	18	3.7	11
AQH (00)	**		**		**		33	19	44	18	71	11
AQH Rating	**		**		**		0.3	16t	0.3	18t	0.6	7t
Cume (00)	**		**		**		519	24	935	17	1431	10
TSL Hours	**		**		**		8:00	5t	6:00	18t	6:15	19t
TSL Qhrs	**		**		**		32	5t	24	18t	25	19t
XHTZ-FM												
AQH Share	3.2	15t	2.8	15t	2.4	15	2.7	14t	2.8	14	3.3	12
AQH (00)	60	16	50	15t	43	15	50	14t	53	14	63	12
AQH Rating	0.5	9t	0.4	14t	0.3	15t	0.4	12t	0.4	12t	0.5	12t
Cume (00)	1255	14	1198	14	1146	14	1174	14	1208	14	1216	14
TSL Hours	6:00	17t	5:15	19t	4:45	26t	5:15	22t	5:30	20t	6:30	17t
TSL Qhrs	24	17t	21	19t	19	26t	21	22t	22	20t	26	17t
KHTS-FM												
AQH Share	3.7	9t	4.2	9	3.6	10	3.8	9	3.0	12	3.1	13
AQH (00)	70	10t	76	9	66	10	70	9	57	12	59	13
AQH Rating	0.5	9t	0.6	7t	0.5	9t	0.5	9t	0.4	12t	0.5	12t
Cume (00)	2088	1	1984	1	1845	3	1830	3	1724	4	1788	4
TSL Hours	4:15	30t	4:45	25t	4:30	28t	4:45	26t	4:15	30t	4:15	34
TSL Qhrs	17	30t	19	25t	18	28t	19	26t	17	30t	17	34
KPLN-FM												
AQH Share	3.3	14	3.0	14	3.3	13t	3.1	12	3.1	11	2.8	14
AQH (00)	63	14	54	14	59	14	57	12	58	11	53	14
AQH Rating	0.5	9t	0.4	14t	0.5	9t	0.4	12t	0.5	9t	0.4	14t
Cume (00)	1424	13	1409	11	1320	13	1414	11	1370	12	1407	12
TSL Hours	5:30	24	4:45	25t	5:30	20t	5:00	24t	5:15	22t	4:45	27t
TSL Qhrs	22	24	19	25t	22	20t	20	24t	21	22t	19	27t
KOCL-FM +												
AQH Share	3.4	13	3.3	13	3.3	13t	2.7	14t	2.6	15t	2.7	15
AQH (00)	65	13	59	13	60	13	50	14t	49	15	51	15
AQH Rating	0.5	9t	0.5	10t	0.5	9t	0.4	12t	0.4	12t	0.4	14t
Cume (00)	1450	11	1373	13	1409	11t	1330	13	1243	13	1186	15
TSL Hours	5:45	20t	5:30	17t	5:30	20t	4:45	26t	5:00	25t	5:30	24
TSL Qhrs	23	20t	22	17t	22	20t	19	26t	20	25t	22	24
XTRA-AM												
AQH Share	1.7	17	2.1	17	2.2	16	2.3	16t	2.6	15t	2.6	16t
AQH (00)	32	17	37	17	40	16	43	16t	48	16t	50	16
AQH Rating	0.2	17t	0.3	17t	0.3	15t	0.3	16t	0.4	12t	0.4	14t
Cume (00)	773	17	891	16	1044	15	1145	15	1147	15	1077	16
TSL Hours	5:15	25t	5:15	19t	5:00	23t	4:45	26t	5:15	22t	5:45	23
TSL Qhrs	21	25t	21	19t	20	23t	19	26t	21	22t	23	23
KBZT-FM												
AQH Share	4.2	8	3.7	10t	3.5	11	3.0	13	2.9	13	2.6	16t
AQH (00)	80	8	66	10t	64	11	55	13	54	13	49	17
AQH Rating	0.6	8	0.5	10t	0.5	9t	0.4	12t	0.4	12t	0.4	14t
Cume (00)	1574	8	1383	12	1409	11t	1366	12	1412	11	1391	13
TSL Hours	6:30	14	6:00	15	5:45	18t	5:00	24t	4:45	27t	4:30	30t
TSL Qhrs	26	14	24	15	23	18t	20	24t	19	27t	18	30t
KXST-FM												
AQH Share	3.2	15t	2.8	15t	2.1	17	2.3	16t	2.6	15t	2.3	18
AQH (00)	61	15	50	15t	38	17	43	16t	48	16t	44	18
AQH Rating	0.5	9t	0.4	14t	0.3	15t	0.3	16t	0.4	12t	0.3	18t
Cume (00)	1012	15	959	15	809	17	798	18	766	19	791	19
TSL Hours	7:30	7t	6:30	11t	6:00	16t	6:45	11t	7:45	6t	7:00	13t
TSL Qhrs	30	7t	26	11t	24	16t	27	11t	31	6t	28	13t

DAYPART: Mon-Sun 6a-Mid

MARKET POPULATION: 1,270,900

ARBITRENDS Trend Report

SAN DIEGO Metro

DEMOGRAPHIC: Persons 25-54

LIST BY RANK ON AQH SHARE

	Summer 2001		Aug-Sep-Oct 2001		Sep-Oct-Nov 2001		Fall 2001		Nov-Dec-Jan 2002		Dec-Jan-Feb 2002	
	Est	Rnk	Est	Rnk	Est	Rnk	Est	Rnk	Est	Rnk	Est	Rnk
KLQV-FM												
AQH Share	1.5	20t	1.3	20t	1.5	20	1.7	20	2.0	19	2.1	19
AQH (00)	29	20	23	20t	27	20	31	20	38	19	41	19
AQH Rating	0.2	17t	0.2	19t	0.2	19t	0.2	20t	0.3	18t	0.3	18t
Cume (00)	526	21	527	21	570	20	617	19	643	20	672	20
TSL Hours	7:00	9t	5:30	17t	6:00	16t	6:15	16t	7:30	8t	7:45	8t
TSL Qhrs	28	9t	22	17t	24	16t	25	16t	30	8t	31	8t
KFMB-AM												
AQH Share	1.6	18t	1.8	18	1.7	19	1.6	21	1.5	21	1.7	20
AQH (00)	31	18	32	18	30	19	30	21	29	21	33	20
AQH Rating	0.2	17t	0.3	17t	0.2	19t	0.2	20t	0.2	21t	0.3	18t
Cume (00)	662	18	853	17	939	16	1095	16	928	18	930	18
TSL Hours	6:00	17t	4:45	25t	4:00	30	3:30	34t	4:00	32t	4:30	30t
TSL Qhrs	24	17t	19	25t	16	30	14	34t	16	32t	18	30t
KFI-AM												
AQH Share	1.2	22	1.4	19	1.3	21	1.3	22t	1.3	22	1.4	21
AQH (00)	23	22	26	19	24	21	25	22	24	22	27	21
AQH Rating	0.2	17t	0.2	19t	0.2	19t	0.2	20t	0.2	21t	0.2	21t
Cume (00)	610	20	640	19	601	19	592	20	536	21	535	23
TSL Hours	4:45	27t	5:00	23t	5:00	23t	5:30	20t	5:30	20t	6:15	19t
TSL Qhrs	19	27t	20	23t	20	23t	22	20t	22	20t	25	19t
XHCR-FM												
AQH Share	1.6	18t	1.3	20t	1.1	22	1.3	22t	1.1	24	1.1	22t
AQH (00)	30	19	23	20t	20	22	24	23	21	24	21	22t
AQH Rating	0.2	17t	0.2	19t	0.2	19t	0.2	20t	0.2	21t	0.2	21t
Cume (00)	622	19	543	20	463	23	563	21	509	23	524	24
TSL Hours	6:00	17t	5:15	19t	5:30	20t	5:15	22t	5:00	25t	5:00	25t
TSL Qhrs	24	17t	21	19t	22	20t	21	22t	20	25t	20	25t
XLTN-FM												
AQH Share	1.5	20t	0.8	25t	1.8	18	1.9	18	1.9	20	1.1	22t
AQH (00)	28	21	15	25t	32	18	35	18	35	20	21	22t
AQH Rating	0.2	17t	0.1	22t	0.3	15t	0.3	16t	0.3	18t	0.2	21t
Cume (00)	507	22	420	22	522	21	541	22	494	24	395	25
TSL Hours	7:00	9t	4:30	30	7:30	5t	8:00	5t	9:00	1	6:45	15t
TSL Qhrs	28	9t	18	30	30	5t	32	5t	36	1	27	15t
XHTY-FM												
AQH Share	0.7	24t	0.7	28t	0.9	23t	1.0	24t	1.2	23	1.1	22t
AQH (00)	14	24t	13	28t	17	23t	18	24t	22	23	21	22t
AQH Rating	0.1	24t	0.1	22t	0.1	23t	0.1	24t	0.2	21t	0.2	21t
Cume (00)	304	25	314	25	322	24	342	26	361	26	324	26t
TSL Hours	5:45	20t	5:15	19t	6:45	10	6:45	11t	7:45	6t	8:00	6t
TSL Qhrs	23	20t	21	19t	27	10	27	11t	31	6t	32	6t
KFSD-FM												
AQH Share	1.1	23	0.9	22t	0.8	25t	0.9	26t	0.9	25	1.0	25t
AQH (00)	21	23	16	23t	14	26t	16	28	16	25	20	25
AQH Rating	0.2	17t	0.1	22t	0.1	23t	0.1	24t	0.1	25t	0.2	21t
Cume (00)	279	26	312	26	283	26	361	25	392	25	547	22
TSL Hours	9:30	2	6:30	11t	6:15	12t	5:30	20t	5:15	22t	4:45	27t
TSL Qhrs	38	2	26	11t	25	12t	22	20t	21	22t	19	27t
XMOR-FM												
AQH Share	0.7	24t	0.9	22t	0.8	25t	0.9	26t	0.8	26t	1.0	25t
AQH (00)	13	26	16	23t	14	26t	17	26t	15	26t	19	26
AQH Rating	0.1	24t	0.1	22t	0.1	23t	0.1	24t	0.1	25t	0.1	26t
Cume (00)	193	30	253	28	276	27	305	27	259	29	295	28
TSL Hours	8:45	3t	8:00	2t	6:15	12t	6:45	11t	7:15	11	8:15	5
TSL Qhrs	35	3t	32	2t	25	12t	27	11t	29	11	33	5
KNX-AM												
AQH Share	0.6	27t	0.9	22t	0.8	25t	0.9	26t	0.8	26t	0.9	27t
AQH (00)	12	27	17	22	15	25	17	26t	15	26t	18	27
AQH Rating	0.1	24t	0.1	22t	0.1	23t	0.1	24t	0.1	25t	0.1	26t
Cume (00)	316	24	416	23	495	22	526	23	527	22	554	21
TSL Hours	4:45	27t	5:00	23t	3:45	31t	4:00	32t	3:30	34t	4:00	35
TSL Qhrs	19	27t	20	23t	15	31t	16	32t	14	34t	16	35

DAYPART: Mon-Sun 6a-Mid

MARKET POPULATION: 1,270,900

ARBITRENDS Trend Report

SAN DIEGO Metro

DEMOGRAPHIC: Persons 25-54

LIST BY RANK ON AQH SHARE

	Summer 2001		Aug-Sep-Oct 2001		Sep-Oct-Nov 2001		Fall 2001		Nov-Dec-Jan 2002		Dec-Jan-Feb 2002	
	Est	Rnk	Est	Rnk	Est	Rnk	Est	Rnk	Est	Rnk	Est	Rnk
KCBQ-AM												
AQH Share	0.7	24t	0.8	25t	0.7	28t	0.5	30t	0.7	30	0.9	27t
AQH (00)	14	24t	15	25t	12	28t	10	30t	14	30	17	28
AQH Rating	0.1	24t	0.1	22t	0.1	23t	0.1	24t	0.1	25t	0.1	26t
Cume (00)	239	28	302	27	297	25	263	29	258	30	286	29
TSL Hours	7:30	7t	6:30	11t	5:00	23t	4:45	26t	7:00	12	7:30	10t
TSL Qhrs	30	7t	26	11t	20	23t	19	26t	28	12	30	10t
KPRZ-AM												
AQH Share	0.6	27t	0.7	28t	0.5	30	0.6	29	0.8	26t	0.8	29
AQH (00)	11	28	13	28t	9	30	12	29	15	26t	16	29
AQH Rating	0.1	24t	0.1	22t	0.1	23t	0.1	24t	0.1	25t	0.1	26t
Cume (00)	350	23	349	24	204	30	223	31	294	27	324	26t
TSL Hours	4:00	32	4:45	25t	5:45	18t	6:30	14t	6:30	15t	6:15	19t
TSL Qhrs	16	32	19	25t	23	18t	26	14t	26	15t	25	19t
KURS-AM												
AQH Share	0.5	29	0.8	25t	0.9	23t	1.0	24t	0.8	26t	0.7	30
AQH (00)	9	29	14	27	17	23t	18	24t	15	26t	14	30
AQH Rating	0.1	24t	0.1	22t	0.1	23t	0.1	24t	0.1	25t	0.1	26t
Cume (00)	171	31	217	30	213	29	249	30	228	31	233	31
TSL Hours	6:45	13	8:00	2t	10:00	1	9:00	2	8:00	5	7:30	10t
TSL Qhrs	27	13	32	2t	40	1	36	2	32	5	30	10t
XKAM-AM #												
AQH Share	**		**		0.7	28t	0.5	30t	**		0.5	31
AQH (00)	**		**		12	28t	10	30t	**		9	31
AQH Rating	**		**		0.1	23t	0.1	24t	**		0.1	26t
Cume (00)	**		**		156	31	123	33	**		97	35
TSL Hours	**		**		8:30	3	8:45	3	**		10:45	1
TSL Qhrs	**		**		34	3	35	3	**		43	1
KSDO-AM												
AQH Share	0.3	31	0.3	30	0.4	31	0.5	30t	0.5	31	0.4	32t
AQH (00)	6	31	5	30	8	31	9	32	10	31	7	33
AQH Rating					0.1	23t	0.1	24t	0.1	25t	0.1	26t
Cume (00)	263	27	245	29	267	28	273	28	291	28	243	30
TSL Hours	3:00	33	2:45	33	3:45	31t	4:00	32t	4:15	30t	3:30	37
TSL Qhrs	12	33	11	33	15	31t	16	32t	17	30t	14	37
XTEM-FM												
AQH Share	**		**		**		0.4	33	0.3	32t	0.4	32t
AQH (00)	**		**		**		7	33	6	32t	8	32
AQH Rating	**		**		**		0.1	24t	**		0.1	26t
Cume (00)	**		**		**		115	34	136	33	123	33
TSL Hours	**		**		**		7:30	7t	6:00	18t	8:00	6t
TSL Qhrs	**		**		**		30	7t	24	18t	32	6t
KRTH-FM												
AQH Share	**		**		**		0.2	34t	0.3	32t	0.3	34
AQH (00)	**		**		**		4	34	6	32t	5	34
AQH Rating	**		**		**							
Cume (00)	**		**		**		165	32	204	32	175	32
TSL Hours	**		**		**		3:30	34t	3:30	34t	3:45	36
TSL Qhrs	**		**		**		14	34t	14	34t	15	36
KPOP-AM												
AQH Share	0.4	30	0.2	31t	0.2	32	0.2	34t	0.2	34t	0.2	35t
AQH (00)	7	30	4	31	3	32	3	35t	4	34	4	35
AQH Rating	0.1	24t										
Cume (00)	209	29	159	31	99	32	90	35	119	34	118	34
TSL Hours	4:15	30t	3:00	32	3:45	31t	3:30	34t	4:30	29	4:30	30t
TSL Qhrs	17	30t	12	32	15	31t	14	34t	18	29	18	30t
XBAC-AM +@												
AQH Share	0.2	32t	0.2	31t	0.1	33t	0.2	34t	0.2	34t	0.2	35t
AQH (00)	3	32t	3	32t	2	33t	3	35t	3	35	3	36
AQH Rating												
Cume (00)	60	33	67	33	56	34	74	37	87	35	91	36
TSL Hours	5:45	20t	5:45	16	4:30	28t	4:30	30t	4:00	32t	4:45	27t
TSL Qhrs	23	20t	23	16	18	28t	18	30t	16	32t	19	27t

DAYPART: Mon-Sun 6a-Mid

MARKET POPULATION: 1,270,900

ARBITRENDS Trend Report

SAN DIEGO Metro
 DEMOGRAPHIC: Persons 25-54
 LIST BY RANK ON AQH SHARE

DAYPART: Mon-Sun 6a-Mid
 MARKET POPULATION: 1,270,900

	Summer 2001		Aug-Sep-Oct 2001		Sep-Oct-Nov 2001		Fall 2001		Nov-Dec-Jan 2002		Dec-Jan-Feb 2002	
	Est	Rnk	Est	Rnk	Est	Rnk	Est	Rnk	Est	Rnk	Est	Rnk
KFSD-AM												
AQH Share	0.2	32t	0.2	31t	0.1	33t	0.1	37	0.1	36	0.1	37
AQH (00)	3	32t	3	32t	2	33t	2	37	1	36	1	37
AQH Rating												
Cume (00)	91	32	94	32	82	33	82	36	49	36	38	37
TSL Hours	4:30	29	3:30	31	2:45	34	2:45	37	3:30	34t	4:30	30t
TSL Qhrs	18	29	14	31	11	34	11	37	14	34t	18	30t
KGBB-FM +@												
AQH Share												
AQH (00)												
AQH Rating												
Cume (00)	5	34	37	34	31	35	36	38	6	37	7	38
TSL Hours	0:45	34	1:15	34	1:30	35	1:30	38	0:45	37	0:45	38
TSL Qhrs	3	34	5	34	6	35	6	38	3	37	3	38
Market Total												
AQH Share	100		100		100		100		100		100	
AQH (00)	1899		1799		1811		1852		1881		1918	
AQH Rating												
Cume (00)	14.5		14.1		14.2		14.5		14.8		15.1	
TSL Hours	12548		12149		12208		12234		12181		12192	
TSL Qhrs	19:00		18:45		18:45		19:00		19:30		19:45	
	76		75		75		76		78		79	

Audience estimates adjusted for actual broadcast schedule:

XKAM-AM Mon-Sun 6a-Mid in Sep-Oct-Nov 2001.

XKAM-AM Mon-Sun 6a-Mid in Fall 2001.

XKAM-AM Mon-Sun 6a-Mid in Dec-Jan-Feb 2002.

** Station(s) not reported this survey:

KMYI-FM, XKAM-AM, XTIM-FM, KRTH-FM in Summer 2001. KMYI-FM, XKAM-AM, XTIM-FM, KRTH-FM in Aug-Sep-Oct 2001. KMYI-FM, XTIM-FM, KRTH-FM in Sep-Oct-Nov 2001. XKAM-AM in Nov-Dec-Jan 2002.

@ Simulcasting Partners. See Page 5 or 13 of the applicable Radio Market Report:

KGB-FM with KGBB-FM in Summer 2001. KJAZ-AM with XJAZ-AM in Summer 2001. KGB-FM with KGBB-FM in Aug-Sep-Oct 2001. KGB-FM with KGBB-FM in Sep-Oct-Nov 2001. KGB-FM with KGBB-FM in Fall 2001. KGB-FM with KGBB-FM in Nov-Dec-Jan 2002. KGB-FM with KGBB-FM in Dec-Jan-Feb 2002.

+ Call letter changes:

KGBB-FM changed from KFXM-FM during or prior to Summer 2001. KGBB-FM changed from KFXM-FM during or prior to Aug-Sep-Oct 2001. KOCL-FM changed from KJQY-FM during or prior to Nov-Dec-Jan 2002. KMYI-FM changed from KMSX-FM during or prior to Nov-Dec-Jan 2002. KOCL-FM changed from KJQY-FM during or prior to Dec-Jan-Feb 2002. XBAC-AM changed from XJAZ-AM during or prior to Dec-Jan-Feb 2002. KMYI-FM changed from KMSX-FM during or prior to Dec-Jan-Feb 2002.

The estimates provided by Arbitrend are derived from the diaries that provide the data in the Local Market Reports and are subject to the limitations stated in those reports. Due to these limitations, inherent in Arbitron's methodology, the accuracy of Arbitron audience estimates cannot be determined to any precise mathematical value or definition. Arbitrend is not part of The Arbitron Company's regular syndicated service and is not accredited by the Media Rating Council (MRC).